



CITY OF HERMOSA BEACH

COMMUNITY DEVELOPMENT DEPARTMENT | PLANNING DIVISION

1315 VALLEY DRIVE | HERMOSA BEACH | CA 90254

FOR QUESTIONS PLEASE CONTACT PLANNING@HERMOSABEACH.GOV OR CALL (310) 318-0242

Office Hours: Monday to Thursday, 7:00 a.m. to 6:00 p.m.

TEMPORARY SIGN(S) - APPLICATION AND PERMIT

In compliance with Hermosa Beach Municipal Code(HBMC) [Section 17.50.210](#) (Temporary signs), Businesses are allowed to display one or more temporary banners for up to 90 days in a calendar year. The 90 day period is the total of all banners and grand opening signs. Banners must be displayed on private property only, and not within the public right-of-way encroachment areas (e.g. Pier Plaza outdoor dining areas). Please note that each temporary banner requires a separate permit and fee.

Window signs of less than 10 square feet do not require a permit.

The total area for one or more temporary signs shall not exceed 40% of the allowable area for permanent signs; except: temporary sign(s) totaling 20 sq. ft. in area are allowed; and no sign shall exceed 100 sq. ft of area. Temporary signs shall be constructed of cloth, canvas or a light fabric. This does not apply to grand opening signs.

APPLICANT: _____ **PHONE:** _____

EMAIL: _____

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

SIGN CONTRACTOR: _____ **PHONE:** _____

EMAIL: _____

ADDRESS: _____

TEMPORARY SIGN INFORMATION:

Dimension of sign: _____ (length) x _____ (width)

Height above grade: _____

Location of sign: _____

Building frontage in linear feet: _____

Material of sign: _____

The following is required to process the temporary sign permit application:

1. ***Submit the required fees of \$95 (\$89 application fee + \$6 Records Technology System) payable to City of Hermosa Beach***
2. Sketch the requested temporary sign and the wording and/or logos on said sign(s).

3. Specify the type, location and approximate height above grade of proposed sign. For grand openings, flags, pennants and balloons may be considered if specified.
4. Date to be installed: _____ To be removed: _____
5. Dates of sign to be displayed (Please note that only one banner is allowed per temporary sign permit application. Any additional temporary banners requires a separate application and fee.)

FOR OFFICIAL USE ONLY:

Permit No. _____ Fee Paid _____ Date _____

Allowable Permanent Signage: _____ X 40% = Allowable Temporary Signage: _____
(Not to exceed 100 sq. ft.)

APPROVED: _____ **DENIED:** _____ **DATE:** _____

CONDITIONS:

SIGN SHALL BE REMOVED BY _____